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What documents must contain the funeral establishment license number?

What kinds of items constitute advertising and must contain the funeral establishment license number?

In 1998, in response to a request for clarification on items constituting advertising, the Cemetery and Funeral Bureau determined that specific items were in fact intended to call public attention to the funeral establishment and therefore represented advertising. Calendars, yellow page ads, business cards, raffle tickets, bingo cards, church bulletins, stationery, note pads, billboards, and web sites are definite examples of advertising and require the funeral establishment license number.

The Casket Price List (CPL) and General Price List (GPL) were also identified as a means to advertise and therefore require the funeral establishment license number. Additionally, the statement of funeral goods and services selected and/or a funeral service contract also fall under the definition of advertising and require the establishments license number. This 1998 policy remains unchanged at this time.

Many other items fall under the heading of "advertising," so if you are in doubt, add the funeral establishment number. If you want further clarification of a particular item, contact the Bureau and we will help you determine if the license number is needed.

California Code of Regulations (CCR) Section 1211 provides in part that a funeral establishment shall include its name and license number, exactly as shown by the Bureau's records, and city or community where located in all television and print advertisements, including but not limited to telephone and other directory listings, television, newspaper, and magazine advertisements.

CCR Section 1204(d) further states; "A funeral director who advertises his or her services shall hold a current, active license, and shall include his or her license number, the name and license number of the funeral establishment at which he or she is employed, and the name of the city or community where the funeral establishment is located on any television and print advertising including, but not limited to, telephone and other directory listings, and newspaper and magazine advertisements."